# How To Be ATTRACTIVE To WOMEN

Learn How To Attract Any Woman You Want

by Kenneth McRae

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## Introduction

Women. Confusing, difficult to fathom, “illogical” etc etc. What do you make of them? Like many guys, you might have landed on the old can’t live with em can’t live without em adage and left it at that. After all, how many lifetimes of wisdom and experience would it take to truly understand and master the mysteries of the female heart and psyche?

The *apparently* contradictory motivations and actions of women (especially with regard to men) are completely mystifying to most - but not all - men.

So much so that the “average” guy, when faced with the problem of trying to somehow reconcile his desire for women with the apparent difficulty of understanding how to make them want *him* frequently becomes frustrated and sometimes bitter and angry.

Beautiful and sexy women are seemingly everywhere, especially when you’re on the outside looking in. When you want something that you don’t have, you see it everywhere.

How great would it be if you could just approach any woman who caught your eye and sweep her off her feet, metaphorically speaking of course. Imagine that you *just knew* how to confidently approach her and knew just what to say and more importantly how to say it in such a way that gets you what you - and she - really wants?

Instead of that you’re either afraid to approach them at all (because of an irrational fear of rejection) or you just give it a shot and hope for the best, often with mixed results.

And of course sometimes the result is that yes, she likes you, but only as a “friend”, whereby you might as well be her pet or one of her girlfriends. In these circumstances, what you’ll almost certainly never be is the *man* that she just can’t get enough of.

Imagine if you knew how to go beyond being Mr Nice Guy - or for that matter Mr Bad Boy - and could go straight to the heart of female desire and make her want *you* and only you.

How could you do that? What would it involve? How could you make hot, stunning women or any woman that you really wanted desire you? The answer lies in understanding how women think and more importantly *feel*, in knowing what she really wants, what she’s thinking and feeling and what *really* gets her hot.

But how could a mere man possibly figure all that out? It’s commonly accepted that women are “difficult to understand”, that they’re in many ways unpredictable and that trying to get things right with them can sometimes feel like traversing a minefield.

Most men have no real in depth idea about what turns women on

or turns them off. Some guys think they can grovel their way to a woman's bed and heart (Mr Nice Guy), some think that by treating her like a used condom (Mr Bad Boy) she'll be somehow captivated by his arrogance and fall for him.

Others who can deal with rejection just play the numbers game and just put themselves out there to any woman who will listen and sometimes get lucky but in most cases not all that often.

None of these approaches or attitudes strikes the right note as far as what women really look for in a man is concerned. Neither Mr Nice Guy, Mr Bad Boy or Mr Chancer are ever going to be anything other than lucky sometimes and that's about it.

My name is Kenneth McRae - aka Kenny - and I've studied the psychology of attraction in man-woman relationships for some years now. Perhaps more relevantly as far as readers are concerned I have in my life been dumped by women and ignored by women and I've also been desired and sought after by women.

I've seen some women deceive their husbands and boyfriends, and I've of course seen some men doing the same to their wives and girlfriends. And I used to be as baffled and exasperated as the next guy when I've seen women do the most seemingly contradictory and unpredictable things and seem to say one thing and mean another, more so with regard to men, love and sex.

For example, sometimes if you ask a woman what she *thinks* about something, she'll tell you (most likely and depending on circumstances) what she does actually think about it. However when something comes up that requires her to take some kind of *action* over something, then whatever action she actually takes will likely be based on on her *emotional feeling* about it, which may well turn out to have been different to what she *thought* about it.

I mean for instance let's say that you've met a woman, everything seemed to go fine, you asked her for her number and she gave it to you. You called her the next day (or whenever) and she agreed to meet you somewhere for a drink or a coffee.

Then guess what she either phones you and calls it off with some obvious excuse or you show up and there's no sign of her and you're left sitting there on your own wondering just what it is with women saying one thing and doing another.

So what's happened there then? You could tell when talking to her (on the phone) that everything was fine and she seemed to be quite looking forward to the date, in fact she probably was. So why did she call it off or not turn up?

Barring some real and unavoidable circumstance cropping up in her life, what happened was that when she was talking to you she'd thought that the idea of the date seemed agreeable to her, but when

she woke up the next day for whatever subconscious "reason" she just didn't feel like meeting you anymore. In some ways, yes she must have liked you, but you somehow failed to make the right kind of *emotional connection* with her.

Or perhaps some other guy phoned her and made her feel more like seeing him than seeing you.

None of this means that she's a liar, fundamentally dishonest or incapable of making decisions and sticking to them, it just means that as far as she's concerned she's acting in accordance with her *feelings*.

Another example of how thoughts and feelings can be two different things relates to how women - and men too - are inclined to "think" of certain things as being attractive about the opposite sex. Many women think that they'd only be really attracted to rich, handsome men, but then sometimes meet rich and handsome men and then fairly soon they find that they're just *not* attracted to them, because these particular men haven't triggered the appropriate emotional response which a woman needs to feel to be really attracted to a man.

So how would you like to be one of the comparatively rare guys who actually understands how women think, feel and want, in the same way and just as well as you understand your job or your car for example.

The nature of the female heart and mind has puzzled men since time immemorial, and I have a feeling that the thought of that is part of the problem.

It doesn't actually need to be as difficult and complicated as it seems, because once you understand the things that women respond to in a man, once you know how to project yourself and how not to, once you know what steps to take and what changes to make, you'll find yourself with all the empowering knowledge and skill that you'll need to cut through all the "mystery" and attract any woman you want.

Maybe you're thinking "Well that's ok for some, but I'm not handsome and I'm not highly paid with some impressive job title." Thinking along these lines leads you down to a negative place where you'll end up believing that you're unattractive and worthless. Thinking like that is counter-productive, unnecessary and just *plain wrong*.

Why? Because women - apart from a minority of them who are shallow and dumb - don't actually care much about a man's looks.

And contrary to some opinions, it's also a fallacy that you need to be rich in order to be highly attractive to women. It's just not true, total rubbish in fact.

Being rich and handsome wouldn't of course do you any harm where women are concerned, but **not** being rich and/or handsome

doesn't mean that you must be unattractive to women.

A jerk is a jerk is a jerk, and there as many rich and handsome jerks around as there are poor and ugly ones, and women know it.

Do you **really** believe that a woman would be **genuinely attracted to and hot** for a guy simply on the basis of his looks and money, that and nothing else?

The truth is that it's actually what he has apart from money and looks that *really* counts, that makes the difference between briefly attracting bimbos and gold-diggers and attracting hot, sexy women who will do just about anything to please a man they're *genuinely* attracted to - whatever his looks or financial status.

And it's precisely that hidden factor - and the knowledge of how to use it - that you're going to learn about here.

This is not focused purely on PUA (pick up artist) theories involving openers, routines, systems etc etc. I'll be going into that in a bit more depth later on but what you'll learn here is much more straightforward and real than that.

## What's On A Woman's Mind?

What do women *really* want in a man? Does she want a man who will grovel at her feet, metaphorically or otherwise? Or does she want a man who will disrespect her and treat her like a doorstep? If you don't know that the answer is neither then you've a lot to learn.

However it seems that many men who are trying to attract women or are thinking about how to attract women believe that the path to success lies in adopting one or the other of these attitudes with varying degrees of intensity.

Men and women are fundamentally different but have one major commonality, that being that we're all human beings. Women don't enjoy being treated disrespectfully any more than men do, despite what some Pick Up Artists claim. Neither do women have respect for or attraction to the kind of man who indicates to her in one way or another that he's willing to subjugate himself before her just to try and get her to like him.

Contrary to some opinion, women do like nice guys, but not "nice guys" who are pussies.

And the whole "Bad Boy" thing - as far as some men are concerned - is based on the spurious notion that what women really want is to be belittled by some super-confident guy who doesn't give a toss if she stays or goes. Really?

From a woman's perspective, for "super-confident" read "arrogant" and for "doesn't give a toss if she stays or goes" read "ignorant jerk".

The thing is that *initially,* sometimes the "bad boy" approach can

have the effect of coming across as being confident, self assured and decisive, and these are all qualities that women do find attractive.

The reason why you see some women sticking with those kind of guys is because the woman fell for what initially appeared to be self confidence and self assuredness. However over time it becomes increasingly obvious that he really is just an obnoxious jerk.

However she doesn't want to admit her mistake to herself and hangs on in the belief or more likely hope that she'll somehow be able to "change" him into what she originally perceived him to be, that being a confident but also basically nice and cheekily charming guy.

Inevitably, the time comes when she's ready to admit her mistake to herself and extricate herself from him and move on. Then we have one more woman who is going to put up one more barrier between herself and any *genuinely* attractive guys who approach her.

## Don't Be Self Deprecating OR Arrogant

To broadly summarize at this point, what women are looking for are guys who will genuinely respect them but who also respect themselves, i.e. not afraid to calmly voice their own genuine opinions and feelings about things, irrespective of what her opinions and feelings are, and who won't just roll over and let a woman walk all over them.

Women are looking for men who are comfortable within themselves so that they're decisive, confident, relaxed and self assured, and not arrogant, obnoxious or basically insecure.

Women are looking for men who can be kind, gentle and understanding, but who also have an edge to them, kind of like a guy who can be considerate and respectful (but without demeaning himself) but can also take her for a walk on the wild side.

## Money and Looks

Ok first off, being drop-dead handsome wouldn't of course be detrimental towards your success in attracting women, but neither does it on its own mean that you're home free. Looks count for quite a lot with regard to first impressions, but with most women that "first impression" doesn't last very long.

Very soon, sometimes within a matter of seconds after a good looking guy has introduced himself to a woman, she's already searching or more accurately *feeling* beyond the superficial packaging and trying to get an impression of what's inside.

No matter how good looking you are, if she senses that you're insecure, i.e. focused only on trying to impress her she will fairly

quickly lose interest and start to plan an exit strategy or just maybe angle you for a couple of drinks or something.

A guy might be handsome but how much do you think that really counts for? If it turns out that he's self centred and doesn't really care about or have any genuine interest in anyone else, then what woman is going to be interested in *him* for any length of time anyway?

Looks are like the packaging that a gift or present comes in, sometimes it's quite plain, other times it can be dazzlingly attention grabbing. The thing is however that no one - ever - keeps the gift without unwrapping the packaging to see what's inside.

And guess what, the plainly wrapped gift often turns out to be better and more genuinely exciting than the contents of the more superficially attractive looking one.

Women - even women who are somewhat shallow - know this about men instinctively. So as soon as they've had a little time to admire your stunningly good looks they are already starting to unwrap the packaging by unconsciously using their finely tuned senses to derive an intuitive *feeling* for what's really inside by unconsciously or even consciously picking up on cues that the guy is unconsciously giving about himself through things like body language and voice tonality.

Back in the heyday of the Rolling Stones, what was about Mick Jagger in particular that had countless thousands of female admirers practically drooling over him? Tabloid and music press journalists used to express puzzlement about how he did it. Probably most of these writers were male and obviously just didn't get it. Was he "handsome". No, not by any objective or conventional standards.

If he'd been another guy *but with exactly the same looks* and who had turned different corners or made different choices in life and had ended up being a bus driver or a small business owner no one would have looked twice at him.

As for his physique, did he have a muscular, he-man type build? Quite far from it, he's actually quite slightly built, although he was/is supple and fit.

Jagger's attraction for women lay largely in his physical grace and in his unassailable confidence in his ability to project sexuality and talent as a performer through that physical grace, not in his superficial looks. Looked at purely objectively, Jagger is not "handsome" as such, it's that "something" *inside* that drove women wild.

Jack Nicholson was/is a man widely regarded as being attractive to a lot of women. Why's that? Is he "handsome"? Well, not really, not by any conventionally understood standards. But, like Jagger, he had that "something", which in Jack Nicholson's case was expressed through a mischievous glint in the eye and an easy, relaxed grin that

was well known to give hordes of women the most pleasurable of shivers.

I personally used to know a guy who had a truly amazing way with women. Before there was anything like Pick Up Artists this guy could just approach hot women anywhere and just about always within a short time he'd have them metaphorically eating out of his hand.

Guess what though, this guy was about 10 lbs overweight, had longish unstyled hair, never even dressed particularly well and had a pretty much average kind of face.

And he didn't just become their "friend" either. I know for a fact that that guy had a *very* active sex life. His success in attracting women had *virtually nothing to do with his looks* but instead lay in his manner of approach, his way of communicating with them and in his overall personality. We'll be going into these elements in more depth later on.

What about money and status? Any man who thinks that having money will make *him* "attractive" to women is sorely mistaken. Women like money for the same reasons that anyone else likes money. As with good looks, having money is certainly no handicap or disadvantage. However for a man to think that money on its own makes him genuinely attractive is back-asswards thinking.

There are and always have been plenty of gold-diggers out there, and only a fool would imagine that it's anything other than the money *itself* they're attracted to, not *him*, if, that is, he's the kind of man who thinks that money itself makes him personally attractive.

If on the other hand a man happens to be rich but is also **genuinely desirable and attractive to women** then he's going to be fending them off with sticks. But if he has money and even good looks as well, **but not much of anything else**, then the only women he's going to successfully attract would be bimbos and gold-diggers and only quite fleetingly at that.

It's not money that makes a man - rich or otherwise - genuinely attractive to women, it's that "something" that he has inside him. And that "something" isn't necessarily something that you have to be born with, in fact it's not. Just about any guy can - if he knows how - cultivate it within himself and draw it out and put it to use in his interactions with women.

Whether you're looking for or already know of that special woman that you want to attract for a long term or perhaps lifetime relationship or whether you just want to have fun with multiple partners, you have the ability within you to do it.

## Qualities Of An Attractive Man

Despite decades of pandering and posturing over gender equality, men and women are and always have been equal insofar as some men are better and smarter at some things than some women are, and some women are better and smarter at some things than some men are.

Most women want to feel like and be treated like *women*, in much the same way that most men want to feel like and be treated like *men*. What does that mean as far as women are concerned?

It means first of all that women are not attracted to guys who are wimps with no self respect or to guys who are arrogant, conceited and obnoxious.

Women are attracted to guys who are sufficiently relaxed and comfortable within their own skin to have genuine confidence and self assuredness in themselves. Not brash and boastful, not needy, insecure and desperate to please.

Women are attracted to men who make a positive emotional impression on them, and also if a woman feels that a man is "equal" to or "better" than her she will be at least in some ways attracted to him. Women are not attracted to men who they perceive (rightly or wrongly) as being emotionally or psychologically weaker than they are. Women perceive men who are genuinely self confident as being "equal" to or "better" than them.

This attraction will be compounded if she feels that the self confident man sees her as being in some way special or deserving of his attention. Women are on the other hand not attracted to men who try - or at least try too hard - to gain their attention and approval.

Women are attracted to men with whom they feel comfortable and connected with. Women are not attracted to men who are needy, nervous and tense because - obviously - this makes her feel uncomfortable and also that he is somehow weaker than her and this also prevents any sense or feeling of positive connection with each other.

Women are attracted to men who *value and like themselves* in a genuine way, in that level-headed, easygoing and self respecting kind of way that never loses sight of the truth that there will always be others greater or lesser than yourself.

Women are attracted to men who have the confidence to be clear, direct and honest (though not necessarily tactlessly honest) about their aims and wants. For example, from the female perspective which of the two following scenarios where a guy is asking a woman out do you think a woman would find more intriguing and potentially exciting?

A) "Um....I was wondering if....eh...you'd maybe like to come out with me sometime?" (said in an almost hopeful tone of voice, rather

than in a forthright and confident one).

or B) “Hi. I noticed you earlier and thought I’d like to get to know you better. I’d like to take you out to dinner. Are you free soon?”

With reference to (A) above, it’s true that a little of something like coyness or hesitancy in a guy’s approach can be genuinely endearing to some women, but let’s face it, you’re not looking to “endear” her, you want to **attract** her.

Confidence - genuine, clear sighted and effortless confidence that comes from self respect and an awareness of your own value and worth - is something that women find tremendously attractive and sexy in a man, whether he’s rich or poor, handsome or not so handsome.

Women are attracted to men who (as in B above) can take the lead, obviously not in a bossy or presumptious way, but in a way that indicates genuine self confidence and clarity of aim, and makes them feel that here’s a guy who values himself and is secure in his own self worth, not conceited or self deprecating.

Imagine that you’re in conversation with some hot woman you’ve just met and it emerges that she’s in a much more highly paid and impressive job than you are. Think you’ve no chance? Wrong. Wrong, that is, if you have the confidence and belief in yourself that would enable you to be completely and calmly unfazed by that revelation, however lowly your own pay and/or position is.

Some guys would either try to bluff and bluster their way over the situation to try to regain their imagined “superiority” or would almost visibly shrink because of their sense of assumed “inferiority”. Either way, they’d both be on a loser, whereas a man who had true confidence and self respect, even if he emptied bins for a living, would be more interested in - and therefore more able to genuinely connect with - her, as a person, assuming that he wanted to in the first place.

Clinginess, neediness, insecurity and self doubt are, like conceit, bitterness and arrogance, major, major turn offs for women. Women like men who have the kind of confidence that enables them to take the lead in such a way that doesn’t imply that the woman is in some way weak or inferior.

## Confidence Building

Women - particularly beautiful women - are attracted to guys who are *different* to the usual parade of slightly pathetic hopefuls or brash and cheesy one-line artists who hit on them constantly.

As a man you need to develop the confidence and the intuitive sense that tells you what to say or do that will interest and even intrigue her, to present her with interesting and potentially exciting

possibilities.

It's important to remember that developing that kind of confidence doesn't involve trying to be someone you're not, it's about learning to be yourself, about learning to be a more confident and positive minded version of yourself.

If that sounds a bit arcane and hard to pull off, don't worry because that confident, positive and intuitive "you" already exists within you , you just need to draw it out and put it to use.

Basically, that involves focus and practice. By focus I mean learning to internalize confidence and self assuredness within you, by "deleting" from yourself negative self belief and self image and replacing it with positive self belief and self image.

There are a number of ways of doing this, some of which will be gone into in further depth in the next section. However one of the first things you need to do to start building confidence with women - confidence generally - is to start to *practice* it.

Start to act more confident and self assured, even if you don't feel particularly confident and self assured. After all, what harm could that do? Think the sky will fall down? Try it and see.

Acting more confidently isn't the same as trying to be someone you're not, it's about gradually working towards internalizing and establishing confidence as a key factor in your personality, because when when you act confidently, it isn't long before you start to **feel** and then actually **be** more confident.

## Take Care Of Your Appearance

An attractive man is a man who takes care of himself. Women are in some ways almost like electronic scanners, meaning that they don't miss a thing especially where meeting a man for the first time is concerned. Within a short timeframe she's unconsciously rapid-scanned you from head to toe and has filed away a positive or negative report.

So while looks and appearance are definitely not the be-all and end-all, a positive first impression is important. While you don't have to be conventionally good looking as such, women do notice if a man is well groomed and takes care of his appearance, or not, as the case may be.

You want to be in shape (not necessarily a musclebound hulk, just fit and an appropriate weight for your height) clean, well groomed and at least reasonably well dressed in whatever style you're most personally comfortable with.

## Make Her Laugh

Women like men who can make them laugh. Not of course at you but with you. One of the biggest mistakes some men make with women is sacrificing their dignity by trying to act the clown. A good sense of humour is definitely a plus, in fact a requirement, but silly, oafish behavior is not.

A genuinely funny comment or gentle, jocular teasing shows that you can be lighthearted and fun to be with and don't take things too seriously, and will do wonders in breaking down barriers, physical and otherwise, and also helps to build rapport.

## Keeping Your Cool

Being a truly cool character requires that you are able to properly deal with what to some men seems or comes across like unwarranted hostility from women. It can be easy in some circumstances or situations to get the impression that some women have just really got it in for guys.

Some of them - for whatever reasons - do, in the same way that there are some men who consciously and/or unconsciously dislike women. That's a fact but it's also a fact that the genuine man haters and woman haters are actually pretty few and far between.

The vast majority of women don't dislike men generally, at least not all of the time, and just tend to see them pretty much as they are, either leaning towards being attractive, unattractive or all sorts of points in between.

Sometimes soon after a relationship has begun or sometimes even on the first meeting, a woman will seemingly probe or test a guy with remarks that could perhaps be seen as being challenging. The absolute worst thing to do in that situation is to respond either defensively, angrily or otherwise negatively.

This is because this apparent bitchiness is often - not always but often - rooted in her insecurities about herself and also possibly about her feeling insecure because she's attracted to you.

It's also something that women do - often unconsciously - to "test" a man's mettle, to see if he has the strength of character to deal with it in a cool, calm and collected way, and to see if his feelings for her are strong enough to overcome the "challenges".

So in these kind of situations it's important to try to remember not to get carried away with negative emotions, and to not respond defensively or angrily. Unless you really have screwed up big with something, it's not actually *you* she's mad at or being seemingly disrespectful to, it's that she's either testing you or feeling insecure about herself.

Don't be the kind of "nice guy" who rolls over for her, effectively agreeing that you're a wimp, or the kind of guy who responds to it by losing control and thereby shows himself to be immature and weak.

Instead, remember that's it's not really about *you*, it's really about *her*. Just let it blow over you and keep the impulse to respond negatively in check. If you keep your cool and in a strong but calm voice just say something like "You're important to me and your feelings are important to me. Tell me what's really bothering you." then - unconsciously at least - you'll have scored a big plus point in her mind.

Of course in an ongoing relationship situation arguments now and then are almost inevitable. However that's another story, though basically the same principle applies. If you can keep some of your cool and not just try to shout louder, you may be able to resolve the situation positively.

A while back now, I'd noticed a very attractive woman who sort of hovered in and out of the edges of my social circle at the time. It initially never occurred to me that anything was on the cards, but we eventually ended up having a couple of conversations.

I can't remember exactly how it happened but one night we hit it off together nicely and after visiting a few bars and such like we agreed to go back to my place.

We hadn't both openly or verbally agreed that we were going to have sex and sleep together but there had been various fairly clear mutual signals to that effect. When we got back to my place we hadn't been there all of ten minutes when she announced that she had to go home after all.

I *knew/sensed* - or at least I was sure - that she was testing me, to see if I was going to lose it and start getting stroppy and uptight, so I responded by calmly saying something like "Oh well, that's a pity. I won't say I'm not disappointed but if you have to go you have to go."

At which point she sure enough suddenly decided it was no longer necessary to leave and she stayed and a night of what I know was for both of us fantastic sex ensued - and she came back for more.

The point is that if I'd tried to in some way plead with her to stay, or had allowed myself to get uptight about it and lost my cool, she'd have left. As it was, it so happened that I played my cards just right and we both got the best out of it.

## Media Bias

Though it seems to have tailed off in recent years, some believe that the media is biased against males. This can for some men have the effect of negatively impacting their view of women generally. This

of course does no good whatsoever with regard to success in attracting women.

Not so much the point of view about anti-male bias in the media itself, if it's expressed in a calm and objective way. Women appreciate men who aren't afraid to express their genuine views and opinions on things, though however that is the kind of area that could potentially become a bit of a minefield in a conversation with a woman.

There are a couple of things about this which are worth bearing in mind. First of all, for decades women were routinely patronized in a lot of media output.

Secondly, much of the media content which could perhaps be termed as anti-male, whether it's in movies, TV series, advertising or whatever, is actually created and produced by men who think that they're tapping into some kind of hip zeitgeist and who couldn't care less if it negatively impacts some mens' perceptions of women. Remember, they're the latter day counterparts of those who spent decades often portraying women as silly creatures who were, apart from sex and procreation, only good for "unimportant" things.

So if you see men routinely stereotyped in certain elements of the media as idiots or brutes, remember that that is not the overall perception that most women actually have of men generally. There are very few women who are dumb enough to believe that whatever anti-male bias exists in the media actually represents an accurate portrayal of the entire male gender.

## Feelings, Emotions And Attraction Are Not "Logical"

Women and men see sexiness and attractiveness differently. From the female point of view there's no particular "logic" about why she's attracted to a particular man. Men tend to place more emphasis on looks in relation to sexual attraction than women do.

Whereas women are more attracted by what they **feel** about a man rather than specifically what he looks like. Yes, looks are sort of important but on the other hand it's not at or particularly near the top of the list of factors that women look for in men.

It's not really about what women think about you, it's much more about what they feel about you. And it's not really all that much about *what* you say (within limits) but more about *how* you say it.

Women can feel if a man is coming on to them in some kind of fake way, like for example if he's trying to come across as a "friend" when he actually just wants sex. This doesn't come about through a process of logical deduction, but on an ability to intuitively pick up on and discern true *feelings*.

Most women would actually prefer that you were honest and fairly

direct about what you want - whether it's sex or anything else - though not of course in a crude or aggressive way. Just in a way that means you can be honest and *real* with each other.

This makes it more likely that you'll be able to make a genuine feeling connection with them which would have more meaning to them than just being with another guy who is trying to be something or someone he's not. Understand that women can feel or sense bs from miles away, it's actually part of their protective self-conditioning.

From the perspective of a lot of men, womens' natural and inherent use of emotion and feeling over "logic" makes them tricky and sometimes problematic creatures. However it's worthwhile remembering that whatever their fundamental differences may be, men and women are all human. Women, like men, often experience insecurities, self doubt and missed or misunderstood messages, no matter how hot or beautiful they may be.

The reality is that the majority of single or otherwise available women, despite all the confusion, doubt and uncertainty which often exists around male-female relationships, actually do want to find a genuinely attractive man or men who they can have fun and good times with and whose company they can enjoy, or a man that they can have a deep and meaningful relationship with.

## Approaching & Meeting Women

Many men are inwardly afraid to approach women directly. One of the main reasons for this is because they hardly ever do it! And one of the main reasons why they hardly ever do it is because they're inwardly afraid of rejection, and this creates and sustains a kind of psychological circle of anxiety and self doubt, which leads to standing at the bar alone or sitting home alone wondering how you're ever going to attract a woman.

Another reason why some men become partly or even entirely isolated from women appears to them to be circumstantial, meaning that they think that they just don't have the opportunities to actually meet women. However it's at least often the case that it's not the opportunity that's missing but the actual will to overcome the fear of rejection.

As far as opportunity is concerned, it's almost absurd to think that you "can't" meet women. Even if you lived in some remote and isolated area if you have internet access you could contact hundreds of women, and of course most men don't live in remote and isolated areas.

You can - if you want to - meet women *anywhere*. Last time I checked they accounted for just over half of the world's population.

You can meet women in bars, clubs, supermarkets, shopping malls, workplaces, gyms, specialist or hobby clubs and societies, singles events, holiday destinations, swimming pools, parks, the list could go on and on, and I haven't even listed online opportunities.

Any man who tells himself that he just doesn't have the opportunity to actually meet women is either living in a cave without an electricity connection or a web-enabled phone and a thousand miles from anywhere, or he's kidding himself because ultimately he's afraid to or because deep down he doesn't really want to.

The fact that you're reading this presumes that you do want to meet, communicate with and attract women, so, having established that there is indeed no shortage of women - including beautiful and available women - let's focus on the first significant barrier.

## Fear Of Rejection - Self Doubt And Anxiety

Everyone - well almost everyone - has an ego and no one likes it when it takes a bit of a knock, real or imagined. Rejection - for those who haven't overcome the fear of it - isn't nice for anyone, male or female.

But imagine if you could summon up the courage to go out and deliberately approach as many women as you could and tell them that you'd like to get to know them and ask for their phone numbers, **knowing in advance** that you're going to be rejected every time, well, perhaps almost every time.

Whether you were rejected almost every time or every time is beside the point. The point is that once you learn to approach this with a nonchalant attitude you would be more naturally relaxed in your approach and therefore - sort of paradoxically - much more likely to get a positive response!

*Knowing in advance* that you're going to get a lot of rejection makes it much, much easier to deal with. There's something almost Zen-like about it, but without the part where you have to spend a long time in a monastery listening out for the sound of one hand clapping.

Also a little bit Zen-like is appreciating the difference between *anticipating* a fair amount of rejection and *expecting* it every time. A man who expects to be rejected every time would have significant self esteem and self image problems and probably wouldn't be approaching women or anyone else for that matter.

A man who anticipates a fair amount of or even a lot of rejection is on the other hand being nonchalant and unconcerned about rejection and is not allowing his precious, deluded little ego to get in the way of his desire to meet and attract women.

Overcoming fear of rejection is basically all about losing, dropping,

getting rid of that element of self consciousness which makes you think more about *yourself* when you approach a woman than you're thinking about *her*.

Women - especially hot, sexy and beautiful women - get approached a lot by guys who are thinking more about what *they* want than they're thinking about her as a person and what she might or might not want, and women pick up on that right away.

So start learning to take the pressure off yourself and stop thinking about whether or not she's going to be attracted to **me**, agree to a date with **me**, have sex with **me** etc. Start making a deliberate and conscious mental effort to think and feel more outside of yourself and focus more on her as a person, starting with people in general.

I think that the key to successfully overcoming shyness or the fear of rejection lies in adopting a combination of two things, relaxation and practice.

First of all, you have to decide once and for all whether or not you really want to get out there and expand your social circle and as a consequence meet more women.

Assuming that you do then the second thing is to learn to be relaxed with yourself. If you're not relaxed with yourself then you're not going to be relaxed with anyone else. Unless you have a serious problem with tension and anxiety - in which case you should seek some form of help - then eliminating a somewhat tense, nervous and shy mindset and replacing it with a calm, relaxed and more outgoing mindset isn't difficult.

You could start by taking out a few minutes once a day and simply lying or sitting down comfortably somewhere quiet and private, closing your eyes and then breathing quite deeply and slowly and just allowing your mind to quieten and relax.

Then - once you've been doing that for a few days or so - make a point of going out and striking up a conversation with someone, anyone, another guy, an old woman or man, an attractive young woman, at this stage it doesn't matter. You don't need to get manic about it and try to talk to absolutely everyone, just try to use opportunities for starting conversations as they naturally appear while you're out and about.

Just take a couple of deepish breaths and mentally invoke that feeling of physical and mental relaxation that you've cultivated over the last week or so and say something, even something quite unremarkable or even banal, and just relax and be **unconcerned** about the possibility of a negative or non response. Asking a question about something that you're genuinely curious about can be a good way to start.

If you get a negative response or no response at all, that is **no**

**reflection on you**. It's a reflection on **them** and whatever problems they've got. All you're doing is passing the time of day with them and not expecting anything in return. You're not asking them for money, a signature or anything else, you're just a relaxed, friendly and outgoing person.

If they're not, that is **their problem**, not **your** problem. If you do get some kind of positive or mildly positive response, *relax and be unconcerned* about where the conversation might go or about what to say next.

Then, guess what, do it again with someone else, and again and again with more people and the next day and the day after and so on. Practice, practice and more practice. What is it that you're practicing for exactly? What you're doing - through practice and more practice - is beginning to dissolve the fear of rejection and acclimatizing and preparing yourself to be able to totally just shrug off and be *completely unconcerned* about any negative response or rejection that you will inevitably sometimes get when you begin to focus your approach more exclusively on attractive women.

(Also bear in mind that with regard to starting conversations with people that people generally - including attractive women - more or less always like being asked about themselves, providing that it doesn't come across as being prying, over-intrusive or somehow inappropriate.)

Think about it. If you approach a woman and she looks at you like something the cat's dragged in or flat out ignores you - so what? It doesn't matter. It's not *your* problem, if it's anyone's problem, it's *hers*. So what do you do when/if that happens? You simply wait until you can move on to the next one as and when she becomes available, because remember there are many millions of available women out there.

Just about any guy who has a fear of approaching women because of fear of rejection can - if he wants to - overcome it. Just think about how much easier it would be to approach and talk to women if you basically didn't care less if they "rejected" you but instead approached them without any "expectations" or "hopes".

Something else to bear in mind is that women - contradictory as they sometimes seem to be - will sometimes find themselves being suddenly interested in and perhaps attracted to men who they've just "rejected" and who have just smiled and taken the rejection in a calm, easygoing and unconcerned manner and simply just walked away without any trace of embarrassment or loss of dignity or whatever you want to call it. This reaction then suggests to the woman that maybe in fact he isn't after all just another guy trying it on, but a guy who is calm, grounded, knows what he wants and has confidence and a sense

of his own value and worth.

So, to sum up, start by practicing and internalizing a few basic relaxation techniques so that you can relax more or less at will. Then, - particularly if you've a tendency to be withdrawn - take the plunge and get out there and start *talking* to people. Not just women, anyone. If you're a shy and introverted person this could be hard at first but the rewards will be great as you find yourself becoming more and more confident and outgoing.

And while you're doing that imprint on your brain these two truths. No 1, it's not rejection itself that hurts, it's **how you react to it and deal with it that counts**. No.2, If you have an existing sense of shyness, fear of rejection or whatever you want to call it, you will never succeed in becoming particularly attractive to women if you don't get out there and through repeated exposure again and again to the possibility of rejection make yourself unconcerned about it and unafraid of it. Once you've reached that point, you can then begin to focus more exclusively on attractive women.

Of course if you do have a fear of rejection then approaching women, say two or three of them together might be quite a tall order unless maybe you're out with a friend. It's still the case that women quite rarely venture into bars and clubs etc on their own, especially at nights.

So in the earlier stages where you're still working on learning to relax and building up your self confidence by repeatedly exposing yourself to the possibility of rejection by going out and just talking to people generally and then beginning to focus more exclusively on women, you could maybe start by approaching and talking to single women in coffee shops, bookstores etc during the day when there a lot more women on their own around.

Remember also that you can start conversations with women working in stores and malls etc. It's a good way to start practicing because you're not "approaching" them as such, you're just another potential customer.

## Body Language & Eye Contact

Many people, on the conscious level at least, are not aware of or have any real understanding of the significance of body language and voice tonality in male-female relationships, in fact all human relationships and interactions.

When meeting or approaching a woman - especially a woman you've never met before - non verbal communication is just as if not more important than what you actually say.

Obviously this doesn't mean that what you actually say carries no

weight whatsoever, but how you carry yourself and *how* you say what you actually say is more important than *what* you actually say.

You could have what you thought was the best "opening line" in the world, but if your body language and manner of speech doesn't tick the right boxes in her subconscious then that "fantastic" line just isn't going to work.

For at least several decades now it's been acknowledged that non verbal communication - body language or "kinesics" - actually accounts for something like 70% of the either positive or negative impression that the person you're meeting or introducing yourself to subconsciously takes in about you.

According to experts and psychologists in the field the impression received from your body language is - usually subconsciously - absorbed first, your tone of voice second and the actual words used third.

Positive body language and voice tonality comes naturally and effortlessly to two types of men, those who are naturally confident in themselves and those who have learned to be naturally confident in themselves.

One of the most significant - probably the most significant - elements of positive body language relates to the eyes and mouth. A genuine smile and warm eye contact will lower the barriers of just about anyone's resistance.

If you're nervous and shy it will show through, women will sense it and to them - subconsciously at least - your smile will look fake and your eyes will tell them a different story to the one that you're so desperately trying to project.

When you approach a woman you need to be *relaxed and confident*, confident and relaxed not least because you're unafraid of and unconcerned about the possibility of rejection.

When you're relaxed and unafraid it shows through naturally in your body language, eyes and smile. You are one of those men who are naturally confident in themselves or who have learned to be naturally confident in themselves.

Approaching a woman with a fake smile on your face is undoubtedly worse than no smile at all. Of course I'm not saying that you need to have a huge smile, even a genuine one, plastered all over your face anytime you approach a woman, something quite subdued (perhaps a slightly sexy and mysterious grin) will do just as well so long as it's matched with genuinely warm eye contact.

We all know about "fake it till you make it" but with regard to body language, especially facial body language, it just doesn't apply. Women can sense - perhaps only subconsciously but the subconscious is where we ultimately decide whether or not we're attracted to

someone - if a man's smile is fake. If it is, a little light goes on in the back of their minds that subtly warns them that this guy is trying to project an image of himself that isn't real or true.

This conveys to them that you're either needy, insecure or dishonest, or a combo of all three, and is a definite turn off for women. On the other hand, if you're genuinely smiling or grinning and making warm eye contact then she'll pick up on that just as quickly and will more than likely respond positively. Though she might not yet want to show it, she will feel it.

A warm and genuine smile or grin and warm eye contact will - trust me - make you look like a million dollars. Once you've got yourself into a relaxed and confident enough frame of mind to do this then with many women you'll be halfway there already.

Other body language indicators relate to how you carry yourself physically. Your subtle unconscious movements and mannerisms can say a lot about who you are and what you're like.

Start to internalize positive body language into your day to day interactions at all times and with everyone you encounter, stranger or otherwise. Always walk in a relaxed but purposeful and forthright way. If you catch yourself slouching along as if the world's just whipped you then shrug it off and walk like you're in charge of your life. Which do you think a woman would find more attractive?

Don't fiddle, fidget, twist your hands or cross your arms or anything else like that, learn to relax. After all, the more relaxed you are then it's far more likely that she'll relax too.

Then there is what is referred to in NLP (neurolinguistic programming) circles as process pacing, aka mirroring. This relates to the "mirroring" of another person's subtle mannerisms and movements, and is designed - when done consciously - to help create and build rapport with the person you're interacting with.

People who are close friends or are otherwise just naturally getting along well will sometimes unconsciously subtly mimic each other's mannerisms. For example, if you wanted to "mirror" someone who has a habit of sometimes extending one finger of one hand upwards when they're making a point about something then you would do the same thing when you make a point about something, except that you wouldn't do it any less than 30 seconds after they'd done it.

This kind of mirroring - when done consciously and deliberately - is designed to influence the other person in such a way that they gradually *subconsciously* get the message that you're someone who is in tune with them, that you're both on the same page together sort of thing.

However getting this right requires practice and subtlety, and should only be employed subtly and sparingly. I don't want to

sidetrack myself here by going into an in depth explanation about NLP and body language, so instead I'll provide a few links to fairly short but explanatory pages on my site covering sexual, romantic and NLP body language.

(The overall theme of the site concerns self hypnosis and its uses and applications and most of it isn't relevant to the subject of this book, covering things like losing weight, quitting smoking, psychosexual problems and dealing with phobias. However the following pages on body language could be of interest and benefit to readers of this book.)

http://www.self-hypnosis-the-key.com/nlp-body-language.html
http://www.self-hypnosis-the-key.com/sexual-body-language.html
http://www.self-hypnosis-the-key.com/romantic-body-language.html

## Talking & Communicating With Women Confidently

When some men approach and/or meet attractive women they just don't know what to say. Even if they'd never had the fear of rejection when the time comes to open their mouths and actually say something it can all fall apart because they suddenly become at a loss for words.

That's because they read too much into what's actually involved in starting a conversation with a woman and think that it's crucially important to kick off with some kind of super witty or meaningful statement or some kind of "killer" line which in some mysterious way will instantly captivate her.

There are no killer lines which in and of themselves will instantly cause a woman to be attracted to you. Remember it's not what you say but how you say it and how that makes her *feel* about you.

If you'd just met a male friend would you be worried about what to talk about? Would you be at a loss for words and find yourself tempted to use some kind of "line" to try to impress him in some way? Starting a conversation with a woman you've just met is in some ways a different thing but why should it be all *that* different?

Quite simply, honesty is the best policy. Not the tactless or crude type of "honesty" but the kind of honesty - or naturalness - that just naturally shines through when you start to talk to a woman without any preconceived notions or hopes about the outcome of the conversation, when you're relaxed and confident because you're not concerned if she's going to "reject" you and when you're not feeling insecure and so have no need or desire to try to "impress" her. In other words, you've started to talk to her simply because *you* want to talk to *her* and find out if you like her.

So maybe you're still thinking about "what" you'd say to a woman you'd just approached. Don't get your head tied up in knots thinking about what you think she might want to hear, just tell her what you want to say. Obviously you wouldn't go up to her and say "Hey honey, nice pair you've got there" because with most women you'd just come across as some kind of idiot.

On the other hand, something as seemingly boring, bland and banal as "Nice day today, isn't it?" is perfectly fine. Why? Because - I repeat - it's how you say it that counts with women. What matters is how your overall **presence** makes a woman **feel**. She doesn't care that you've just made the most boring and unremarkable comment ever, she cares about the *vibe* that she's feeling from you, subconsciously or otherwise.

Your opportunity to shine conversationally comes a little later. For the moment, all you need to do is say something to her, perhaps in the form of a question. Of course if something about the immediate circumstances inspires you to make some genuinely funny or witty comment then by all means use it, otherwise it doesn't matter.

You need to take it easy and remember that it doesn't matter if she just suddenly tells you to get lost, that's **her** problem, not **your** problem. And remember not to be concerned about whether or not she's finding you appealing. If all you're thinking about is yourself then you're going to start having doubts about yourself and she will quickly pick up on that as she begins to sense insecurity and a certain amount of desperation coming from you. Self consciousness is not attractive.

Remember also never to allow yourself to fall into the self-made trap of trying to "impress" a woman. Something guaranteed to put her off is fakery of any sort, which, if you're just trying to impress her in some way is what you'll come across as, i.e. either a bit of a fool or a fake or both.

Of course if you're a skilled liar or some kind of conman or something it is quite possible to make people believe that some kind of false impression of you is real, but why bother? You want women to be attracted to the real *you*, not some made up version of you. And don't forget that women can have an instinctive and intuitive skill at detecting lies and false impressions from men.

## Opening A Conversation

Ok, so you're in a bar or a shopping mall - wherever or whatever - and you've spotted an attractive woman who looks like she might appeal to you. You're not thinking about whether you'll appeal to her or not, just be honest with yourself and accept that you'd like to talk

to her.

Breathe easy, relax your body and mind and remind yourself that whatever happens you're as good as anyone else. Depending on circumstances either try to get near her so that there's going to be an opportunity to start a conversation or just approach her directly as if you'd just seen a male friend. Relax and approach without hesitancy because **there is nothing to be afraid of.**

Then just say something, anything really, a witty or somehow relevant comment about something if it comes to mind or just "Hello, busy today isn't it?" or some other statement that takes the form of a question which will give her the opportunity to reply. The main thing is to be relaxed and natural.

If she seems willing to continue by responding at least mildly positively you could maybe follow that up with one more but no more than one more closed question. Many guys become anxious or even tongue-tied immediately after starting a conversation with a woman and inwardly quail because they suddenly start thinking that they're going to run out of things to say.

To try to overcome this they resort to asking a lot of questions, in other words hoping that **she's** going to do most of the talking. Doesn't often work that way. Of course initially a couple of questions is perfectly natural, but it should never go much further beyond that.

i.e You: "So what do you think of this place?"

Her: "Mmm, ok I suppose"

You; "Been here before?"

Her: "Yeah. Couple of weeks ago"

This is where you want to stop treating the conversation like a survey and instead begin to bring more natural depth into the conversation and most importantly *bring her* into it by then saying something like "Wow, right. I was actually here about then but didn't notice you. If you'd been here then I'm sure I would have. Was it on the weekend when you were here?"

So instead of treating her like a survey respondent and expecting/ hoping that she's going to do all of the talking for both of you, you're starting to *connect* with her by bringing her into the conversation, and creating the very beginning of a real, genuine connecting presence between you both.

If you're relaxed and at ease with yourself and with neither hopes nor expectations about the outcome of the conversation and naturally using positive body language and warm eye contact, she will be starting to get something of a cool vibe from you, though she may not want to show it yet.

After a little more conversation you could then go on to venture a little more information about yourself which also includes a more

open-ended question for her. The idea is to create a bit of back and forth conversation which gradually leads to you both exchanging a little more information about each other, though at this stage you don't want to go overboard . She doesn't need your life story yet, keep it simple and natural.

## Go With The Flow

Remember to listen closely to everything that she says. Don't think about or worry about what she might be thinking about *you*, focus on *her*. Hear and listen to what she says and when appropriate respond to it in a way that shows her that you're listening to her and not just gawping at her boobs.

If it emerges that you both have similar opinions, tastes or whatever concerning something, then use that to identify with her. Create the beginnings of a bond by relating in turn to her something that lets her know that you're on the same page with her concerning that opinion, taste or whatever. However never try to pretend that you like something she likes just to try to ingratiate yourself with her, only use that "Hey, I'm into that too" opportunity if it's for real.

Women can be adept at picking up on falsity in a man's conversation. For example if you asked her about something - what does she think about such and such - but you didn't really care about the answer because you're actually thinking about whether or not she finds you attractive or about what you might get from her, (sex?) she will sooner or later realize that you're not really interested in what she has to say, that you're not for real, and will start to lose interest in you.

Be real, be natural, and be genuinely interested in what she has to say. If it's the case that you're just not interested in what she has to say, then you have to ask yourself just where you're going with this.

If you do find that you have similar interests, then that's great, but maybe you're thinking that the kind of things that really interest you and that you really enjoy talking about would be of no interest to her. Quite possibly, on the face of it, that's true but remember that with women it's not so much what you say or talk about that really matters, it's how you talk about it.

You can talk to a woman about virtually anything so long as you attach a certain amount of feeling and emotion to it, so long as she gets a sense of some kind of emotional connection coming from you.

For example let's just say that you're passionate about rock climbing. I chose that as an example because it's not something that's likely to be of any immediate interest to many women, however *that doesn't really matter* because if you talk about it in the right way then

while she's still not necessarily going to become interested in rock climbing, she will become interested in *you*.

If you want to talk about your main hobby, passion or whatever you want to call it, and if it's not something that's already of any particular interest to her, (let's just use rock climbing as an example) then by all means mention to her that you're into rock climbing and then **tell her what it is about rock climbing that makes you love it.**

That's the part of your statement that's going to strike a chord with her, not the rock climbing itself, but your description of how you *emotionally connect* with it. That's the part of it that's important or more accurately significant to women because it conveys real depth and emotion and begins to give her a sense, a feeling of who you are and what you're like.

For example, which of the two following statements do you think would be most likely to ignite a woman's interest in you?

A) "I'm into rock climbing"

or B) "I'm into rock climbing. You know why? It gives me a challenge and means that I need to stay fit and in shape. And when I reach the top I get a fantastic sense of accomplishment, and then of course there are the views."

With B you've conveyed to her a sense of real depth and emotion, (assuming that you haven't used a completely deadpan voice and facial expression which if you were genuinely interested in rock climbing you wouldn't have anyway) and you've reached out to her and shown her something of your real self and have made something of an emotional connection with her.

At this point you should bring her into the conversation again by following your statement about rock climbing (or whatever) with a question, something like "So is there anything in particular you like doing that makes you feel great when you succeed with it?"

She might then express an interest in something that *you* know nothing about, say for example she'd like to become a writer of childrens books or something. While you should never pretend to have knowledge of or interest in something that you have no knowledge of or interest in, that doesn't mean that you can't be interested in *her interest* in it. What I mean by that is that you could say that you know nothing about it, but then expand and deepen the conversation further by getting her to elaborate on what it is about the subject that interests and attracts her.

So while I suppose there are limits, you can talk to a woman about just about anything. So long as you're bringing depth and emotion into it - some of your real self - and are also bringing her into the conversation then you'll begin to find that women find it easy - and

enjoyable - to talk to you.

So you've approached a woman and started a conversation with her. If it's going well and you're still talking together after a while, you'd at some point - not too soon but soon enough - want to make it clear - though of course not in a crude or overly suggestive way - that your interest in her is romantic/sexual.

This lets her know that you don't belong in the "just friends" box, and, if things are indeed going well, will begin to intrigue and even excite her a little. You can do this simply by using touch as long as it's done in a way that subtly indicates sexual interest while at the same time staying on the right side of respectful. A brief little soft touch on the hand or forearm for example, should be enough to indicate your interest without seeming overly presumptious.

## Complimenting A Woman

You should only use compliments fairly sparingly and only if you're being *real* and *genuine* about it. Never compliment a woman just for the sake of it, because you think she'll like you more for it. You have to *mean it*.

This is different to the type of situation that a lot of men who are married or otherwise in an ongoing relationship will have experience of, whereby let's say you're both preparing to go out somewhere and she says "How's my hair look, is it ok?" Many married men would tell you that it would be counterproductive to give a critical response to a question like that, no matter what you actually think. You'd just say "Sure honey, looks great" and thereby keep the peace.

That's very different to what I'm saying about complimenting a woman you've only just or recently met. Never overdo it with giving compliments because she'll sense - as you probably would too if you were in her position with someone giving you empty and hollow sounding compliments - that you're not for real.

If you find yourself thinking about complimenting her on something because you can't think of anything else to say, or because you think it will help you to get something from her, then don't. Talk about something else instead.

Compliments should only be used quite sparingly and only if you mean it, because by definition a genuine compliment isn't something that anyone gets all that often. False compliments are something that many women will pick up on right away, and if you try it you will lower yourself in her eyes.

A genuine compliment will also have much greater effect if you elaborate on it somewhat. What I mean is that instead of saying something like "You look great" - something that if she's attractive

and hot she's quite possibly told often and not very convincingly and which carries very little real and emotional weight for her - say something like "I'm sure a lot of guys tell you that you look great, but for me it really shines through when you smile."

## Push Your Boundaries

With regard to approaching and starting conversations with women, as referred to in the earlier section on starting to overcome the fear of rejection, it will - or may - require practice to get this right. Be prepared for - but also be unconcerned about - the possibility that you'll initially experience more rejection when you approach and start talking to attractive women than success.

With practice and repeated exposure to the possibility of rejection you'll become more and more relaxed and confident about it and as you do that failure to success ratio will change for the better.

When your confidence really begins to grow - and remember that *true* self confidence, not arrogance, is probably the quality that women find most attractive in men - you'll find yourself not even having to think about your approach or conversational opening or gambit. You'll just go and do it, confidently, clearly and directly.

When you're confident enough, a very direct approach will often work. While at the same time having no sense of self doubt or hesitancy but also being aware of but completely unconcerned about the possibility of rejection, you can approach and talk to women without any preamble at all. If you saw a woman who really just pushed all your buttons the right way you could just go up to her and say "Hi, I couldn't help noticing you and I'd like to get to know you. How about a coffee/drink?" and often you will achieve the desired result.

If you think you could use some help with confidence building then this page on my site might be of interest and benefit. As I've said before much of the content on there isn't relevant to the subject of this book but some pages are and this one could be helpful.

http://www.self-hypnosis-the-key.com/how-to-develop-self-confidence.html

## Pick Up Artists (PUA)

I personally have mixed feelings about the whole PUA thing or "game". If you don't already know, Pick Up Artists, aka the "seduction community" are a loose grouping of heterosexual guys who hone, refine and then use certain tactics to improve and build on their ability to successfully attract and seduce women.

In recent years an entire industry has emerged around this, with PUA “boot camps”, courses, bloggers, forums, writers and of course practitioners. As far as I can tell it really began to take off sometime around the late ‘90’s - early “00’s, though one of the first books to deal with the subject, specifically “How To Pick Up Girls”, goes back to 1970.

Learning Pick Up Artistry starts with the Inner Game, which comes down to a sort of self-development thing where you work on things like your internal fears and anxieties about women, your overall understanding of female psychology and your overall system of self beliefs and self image.

You’d then go on to the Outer Game which is about starting to use the improved confidence and self image that you’ve hopefully internalized in your inner game to actually begin achieving success with women, and is broken down into various parts or stages of the seduction process, i.e. body language and approach, attraction, escalation and closing.

However when you go more deeply into PUA techniques, it can start to get quite sort of complicated where there’s things like transitioning and structure, concepts and perspectives, the emotional progression model, observational transitioning, frames, the difference between the day game and the night game and so on.

On the one hand, there are undoubtedly a lot of useful and interesting tips relating to attracting women that you can learn about from some of the online PUA material and you could begin to do so by following the relevant links at the end of this section. I can’t outline everything about it here because that would require a whole other book and also because as I said before I’m not totally on board with the whole PUA thing anyway.

That’s partly because I can’t help but come away with the impression that some PUA’s - but not by any means all of them - don’t actually *like* women all that much. Now I’m not one of those guys who goes around saying that I love all women. How could I or any other guy say that they love *all* women? I’ve loved a few women, liked plenty more and at the other end of the spectrum met a few who were just plain bad news. Saying that you love all women - or for that matter dislike all women - makes about as much sense as saying that you like or dislike everyone whose name begins with P.

But the PUA ethos - some of it anyway - does seem to regard women generally as sex objects and not a lot more. And that goes to heart of the whole thing about being attractive to women, that being that in order to attract a woman or women to you, you have to make an emotional connection with them.

That of course doesn’t mean you have to fall madly in love with

them, but it does mean that you need to be real and natural with them, which leads on to the other reason why I'm not convinced about PUA.

PUA involves a lot of stuff about routines, systems, pick up lines etc. A guy who learns all this and then goes out to practice it on women is going to find it difficult if not impossible to make a real natural connection with a woman because he's going to be thinking more about his "game" than anything else.

If you're following what is in effect some kind of script, playing some some kind of "game" by using various routines, lines, tactics or whatever, then you're very possibly going to lose or forget about the actual human *connection* that you ultimately need to make with her. Your real *presence*, the real you, will end up being absent and she will sense it sooner or later.

Overall, it's a kind of difficult call to make regarding PUA. It does have its negative aspects and some of the advice you come across such as never smile at a woman, treat her like crap, spend as little as possible on her etc is definitely not good, but on the other hand there can be useful things to be learned from it and I'm sure it's helped a lot of guys - and gals - have more fun than they might otherwise have had. Id say it's definitely worth a look as long as you don't go overboard with it.

http://www.pickupartistmindset.com
http://www.pick-up-artist-forum.com

## Online

The personal ad scene has now gone mainstream and has come a long, long way from the old Lonely Hearts thing, and people generally no longer bother to lie about the fact that they're using online dating to look for relationships or friends with benefits.

Some guy somewhere once said that going on to a dating site is like going into a bar where you *know* that every woman there is looking to meet a guy.

While it's almost certainly still the case that the majority of first meetings between men and women take place offline, the fact remains that dating sites provide an opportunity to widen your scope of prospects considerably. There's definitely something of the numbers game about it, meaning that the more women you contact online and the better you present your own personal information to them then the more possibilities you end up with, and that's *apart* from women that you approach and talk to offline.

Obviously there are certain differences between initially getting in touch with a woman online or meeting a woman offline, but much of the same dynamics are involved. Online or offline, women are attracted to men who are self confident, know what they want and are not afraid to ask for it and who can be strong and leaderly while also being gentle and considerate.

Online or offline women are not attracted to men who come across as being needy, insecure and desperate to please or arrogant and conceited or just plain boring.

Which leads to the glaringly obvious point that where the online scene is concerned the way that you present your profile is all important. However before looking at the do's and dont's of a good profile, think about your profile pic.

This is where guys who are good looking or at least quite good looking are actually at more of an advantage than they are in real life face-to-face meetings, assuming that their written profile isn't total crap or otherwise off-putting.

Whether you like it or not the fact remains that you could have written a fantastic - but of course genuine - profile but if you haven't uploaded a photo to go with it then you will reduce the number of messages and/or replies that you'll get by around something like 90%.

If you look pretty good then getting a decent pic of yourself to post should be easy. If you're average or less than average in looks (whatever that means - remember it's all largely subjective anyway) then you basically just have to work with and make the best of what you've got.

Make sure that you actually *feel* ok when the photo's being taken, i.e. no hangovers or anything. Smiling directly into the camera sometimes works and sometimes doesn't. Personally I think it's largely down to how you actually feel inside. If you're *trying* quite hard to present an image that looks positive and happy but you don't really feel it then the direct smile to camera sometimes just comes across as kind of forced or worse a bit strange, whereas if you'd just been told that you'd won big on the lottery or something then the realness of the expression would shine through both the smile and eyes.

Alternatively, you could use an old movie star/politician trick, whereby you are seen gazing pensively off into the distance to the right or left of the camera instead of looking directly into it. A happy and amused expression would probably work better on a dating site though, so when the photo's being taken you look off sideways a bit from the lens and think of something genuinely amusing and/or pleasing. Don't try too hard to force it or fake it though as it will show through.

You just want to look like a guy enjoying himself who hasn't really

noticed he's being photographed and who also looks like his company is fun and enjoyable too. And of course you want to look basically clean and well groomed.

As far as your written profile is concerned, much of the same things apply as if you were introducing yourself to a woman offline, meaning that you don't want to come across as needy, insecure, arrogant or fake.

Three or four paragraphs should be enough for you to get across who you are and what you're looking for. They don't need or want your life story just yet and an over-long profile will give women the impression that you're too wrapped up in yourself and possibly don't have much else to do.

Before you start writing your profile, sit back and think about a) the most positive aspects of your personality and life, and b) things that you're interested in and enjoy doing, then note these down as a first draft.

Don't think of this as a series of generic points about you, i.e."I have a positive attitude" "I like travelling" "I'm fond of animals" etc etc. Don't just recite a list of positive sounding facts about you, but rather explain - though quite briefly - *why* you enjoy travelling and love animals, *what it is about* your job or whatever else you do that makes you love it, *how* a positive attitude helped you succeed with something and so on. This would help a woman get a feel for who you are and a sense of connection with you.

While you need to avoid fakery and outright lies on the other hand you've nothing to gain by focusing on less positive things. Even trying to be jokey about something less than positive will more often than not backfire in the online context. For example, imagine a situation in which, let's say, you've lost one of your legs below the knee. On the one hand, not mentioning it all is not a good idea, but neither would drawing attention to it in a negative way, no matter how "jokily", be a good idea.

You'd probably be best being honest about something like that and mentioning it, but mention it *within a strongly positive context* and thereby actually use it to present yourself as being stronger and more positive minded than most, by saying something like "though I lost one of my legs below the knee a while back, I decided I wasn't going to let it hold me back so I recently trained for and ran a marathon."

Also don't even think about making any sexually suggestive statements ot innuendos in your profile because it just won't work. Remember you're still a total stranger and in a woman's eyes it'll just come across as somewhere between creepy and stupid or both. It should be obvious but you wouldn't start getting really intimate till you'd exchanged a couple of messages, perhaps more depending on

the situation, and of course on the woman herself.

Then you'd want to include a paragraph on the type of woman you're looking for. Think of this as a fairly permissive sort of filter whereby you're only excluding those that you definitely wouldn't be interested in. I don't mean that you state what you're definitely not interested in - that would tend to come across quite negatively - just that you create a broad outline of the type of woman you want to meet so as to cast quite a wide net but broadly within the context of your idea of a desirable woman.

Remember to infuse a feeling of confidence and self assuredness into your profile writing. Remember that this is about you and what you want, you're not doing it in the hope of "pleasing" someone else or trying to pretend that you're something that you're not.

Be clear, confident and direct about who you are and what you want, with something like "Could **you** be the right woman for me?" instead of something faintly pathetic and hopeful like "I'm hoping to meet a woman who is everything I'm looking for".

Finally, make sure that your spelling and grammar is correct, even if you see lots of other profiles where it's not.

When you eventually make contact with a woman and are exchanging emails just be straightforward about things and don't waffle around too much. In personal emails with women they haven't actually met yet, some guys tend to come across as either almost desperately jokey, over polite, too suggestive or a bit arrogant. Oftentimes they're actually not really any of these things, it's just that they're unsure of the territory and just don't really know what to say.

There isn't any "what" to say, because it's not what you say but how you say it. There's of course a difference between an email and an actual conversation, but to some extent the same dynamics apply.

Apart from anything else, email communication in this situation and at this stage is just a brief prelude to either nothing at all or a conversation on the phone and/or a face to face meeting, so you don't need to put all that much into it anyway, just remember while you're still emailing to bring her into it by asking her about herself and showing that you're "listening" by responding. Don't just "talk" about yourself.

When the time comes to ask her out, get her number or whatever don't be in any way timid or hesitant about it. Be forthright and confident about what you want and just say so, no need to pussy foot around. Just say (type?) something like "I'd like to take you out sometime soon. How about we meet at...?" There's always the possibility that you get rejected somehow. If that happens, *who cares?* You just take it in your stride and move on to the next one.

## Dating

This section assumes that there's been some sort of linear progression to things, meaning that - online or offline - you've approached, met, started a conversation with and then asked a woman out on a date to which she's agreed.

Obviously sometimes things don't go as neatly or as logically as that. She might agree to a date but then call it off or not show up. Maybe you just hit it off together right away and went straight back to your/her place, making any concerns about the "first date" kind of redundant. Any number of things, situations could develop or pan out in any number of different ways.

However, it is quite often the case that these things do happen in a linear kind of way, and so then the first date is important. Important - yes. Worth getting worked up and anxious about - no. Dating should be an interesting, fun and enjoyable experience, not an ordeal.

The worst thing that can happen is that it slowly or quickly dawns on you, her, or both of you that you really shouldn't be together. So what? End of story. Move on.

It's actually just as likely - in fact probably a bit more likely - that you'll both end up having some kind of positive or at least interesting experience. Then there's the possibility that you both have a great time and go on to have even better times. If you don't overcome any fear of rejection and get out there and get the date(s) in the first place you'll never know what you've missed.

## Dress Sense

As far as your outward appearance is concerned you need to be clean, well groomed and well dressed in a way that's fitting and appropriate for you and in a style that you're comfortable with. Having already met you'll both probably already have some kind of an idea where you're each coming from regarding dress sense/style.

Don't imagine that you absolutely have to dress as expensively as you can. For example, wearing what is or appears to be a highly expensive suit could end up backfiring on you unless you're wealthy or well off anyway, in which case then if you were then why not? There certainly wouldn't be any point in dressing down.

But if you're not particularly well off then trying to dress as if you are is verging on fakery and trying too hard to impress. If on a financial scale of 1 - 10 you're at, say, 5, then you want to dress like you're on 6, not 8 or 9.

Personally I think the whole dating/dress thing is overrated. I know a lot of experts etc would probably disagree, but remember it's

what she senses, feels, coming from inside of you, the real you, your personality that really counts. In a first date situation, your *frame of mind* will to quite a large extent determine *her* frame of mind.

So as far as what you wear is concerned, the most important thing is that you're feeling comfortable and relaxed. You obviously don't want to look in any way scruffy or sloppy, but on the other hand don't bother trying to dress like someone or something you're not.

Clothes do not maketh the man (not entirely anyway) the *man* maketh the man.

## Don't Be A Wimp

In a first/second date scenario, you should always take the lead, by which I mean don't leave all the decisions about where to go, what to do etc with her. Women don't like being bossed around any more than men do but this has nothing to do with being bossy.

On the first one or two dates, a woman will see a man who leaves all the decision making and choices to her as being somehow weaker than she is and therefore not attractive. "Nice" maybe but not *attractive*. Obviously this doesn't mean that you be uncompromising as such, just confident, calm, collected and exuding a quiet sense of control, i.e you *subtly lead*.

Ultimately she will probably be more interested in finding out about you and who you really are and what future bearing, if any, you may have on her life than in specifically where you suggest to go or what to do.

Of course again other possibilities or situations may emerge. For example, in the first place she might have asked you out on a date, and suggested going to a particular place or venue, in which case you could just go along with that, assuming you were comfortable with it. If you weren't, you could decline the offer and then explain why and then make your own suggestion for the following night or whatever.

As to the choice of venue or location that you make, again unless you're already well off then you don't need to break the bank. The main thing is that you'll be comfortable and relaxed there and as sure as you can be that she'll be too. There's no need to spend a small fortune on some high class dinner date, rare and expensive wine etc, because after all you hardly know her yet and this first date is really just to see if you both have a good vibe together, that's all. A mid-range restaurant, bar, even maybe just a walk in the park, whatever or wherever is perfectly ok for that purpose.

## Conversation

Remember that conversation is a two way street. Sure, tell her about yourself, your day, what you do etc, but don't forget to bring her into the conversation too. Ask her about herself, be interested in what she says and respond to what she says in a way that shows her that you're listening.

Don't dwell on problems that you may have. If something like that does somehow come up then relate it in a positive context, i.e. how you're dealing with it and overcoming it, coming out of it stronger and wiser etc.

Never talk about what a bitch your ex-wife, girlfriend is/was. If you do you'll cast a negative pall over the whole thing and leave her wondering if she might be next.

Accentuate the positive about yourself, but without tipping over into trying to impress. And if you can do it *genuinely* and *meaningfully* then verbally accentuate the positive about her as well and make warm eye contact while you do.

You also want her to see that as well as being quietly confident and self assured you're also polite - but not over-polite - and considerate to her *and others*. If you're considerate and well-mannered with her but then treat the bartender, waitress or whoever like dirt then she'll be having doubts and alarm bells ringing in her mind about you right away. And anyway a truly self confident and self assured man doesn't feel the need to treat anyone like dirt anyway.

## Who Pays?

At the end of the date/night or whatever, would you honestly feel comfortable with (when the bill arrives) saying to her "Well ok, looks like it's xxx amount. Guess that's xxx each?"

Bear in mind that it's only the first date you've been on together and (unless you're well off) you're not going to have selected a particularly expensive venue in the first place. Why should you have, you hardly even really know her anyway and this is about *you* finding out whether or not you go well together.

Therefore for the first and possibly second date too, you pay, even if it's just for a few drinks. I can hear some guys saying "What? You're setting yourself up as a douche to be used and exploited!"

Unless she insists, then asking/expecting her to pay half is going to make her wonder if you're a cheapskate (especially if it's quite a small bill or just a few drinks or coffee or whatever), or if you value a small amount of money more than any potential that the relationship may have, or that you don't like her, any number of thoughts will go through her mind which will all be negative and none positive (about you) even if on the surface she seems to be ok with it.

This does *not* mean that you're setting yourself up as a meal ticket or a soft touch. It simply means that you're a gentleman (in the contemporary and sexy sense of the term) who knows how to treat women.

Women are contradictory, even within themselves. A woman will often feel uncomfortable when a man offers to pay the whole bill, but if this first date had gone mutually well and she was privately thinking about/looking forward to him asking her out again, she'd then - simultaneously - feel let down and disappointed *by him* if he'd then at the end made it clear that he expected her to pay or contribute towards it.

If the date had gone well and you'd interacted well together, try and imagine the difference in her mind between you at the end of the date saying "Hey, no problem, I'll cover it" or you saying "Well, I think that's xx each".

With regard to the first couple of dates, certainly the first one anyway, you're going to make a much more positive impression on her if you just nonchalantly brush aside the question of money by simply paying it and getting it out of the way, rather than making any kind of an issue about it.

Naturally, none of this means that you shouldn't guage her reaction/attitude towards bill-paying. If on an ongoing basis she plainly and blatantly *expects* you to pay up on dates, then therein lies a warning that she may indeed be some kind of financial leech.

Now of course as regards splitting bills on a first date, some women probably genuinely wouldn't mind, and some might insist. Splitting a bill doesn't necessarily mean that she's going to lose any sense of attraction to you. All I'm saying is that if you casually and cheerfully cover the whole bill on the first date and maybe the second too, then she will be more inclined to see you as a man who knows how to treat a woman.

If you hit it off together and go on to further dates, then obviously the situation changes somewhat. No one would reasonably expect you to go on paying for everything. You'd then either tacitly or implicitly work out between you both who pays what, presumably depending on financial circumstances.

## A Sensuous Kiss?

Ok the so the time has come on your date when you're thinking about taking it to the next level and getting a little physical. The date might have gone like a dream and you've both fit together like a glove and in an unspoken or tacit way it's obvious to you both that you're going to be exploring each other sexually, starting with a kiss.

On the other hand things might not be so clear, you're unsure of the territory and whether or not to try for an embrace and a passionate kiss. Apart from your instinctive feeling about how things have gone between you, the best way to make a judgement about that is to subtly observe her body language and mannerisms throughout the course of the date.

She may have started off seeming slightly tense and wary, but if she's become more relaxed, confident and open - which of course won't happen unless *you're* relaxed, confident and open - and is making good eye contact with you, displaying relaxed physical postures, has become more verbally expansive and just generally seems to like you and feel at ease with you , then you may well be good to go.

If you've at some point subtly indicated to her that your interest in her is romantic/sexual by gently, softly and fleetingly touching her on the hand or forearm and she seems to have reacted to this at least reasonably well, that's another good sign.

If you feel a real and obvious sense of connection with her, if you've both ended up telling each other a lot more about yourselves than you'd perhaps thought you would, if neither of you seems to be in any particular hurry to part company, then - assuming of course that you're actually physically attracted to her - a gentle but not timid or hesitant move to the kiss is going to be ok.

On the other hand, if she seems unwilling to make lingering eye contact with you and is looking everywhere around except at you, if she's been reluctant to disclose anything personal or remotely intimate to you, if she's been sitting there kind of tensed up and tending to sit way back from you, perhaps with her arms crossed, then the connection has not been made and more than likely never will be.

You win some and you lose some, it's a kind of natural law of the universe. Even guys who are highly practiced, skilled and genuinely intuitive where women are concerned cannot possibly succeed every time. They would be much, much more likely to succeed than the "average" guy would, but not every single time, just doesn't work that way. So what do you do if it doesn't work out, even if you actually want her quite badly? You take it in your stride, forget it and move on. You're a self confident and self assured guy who has strength of character, self respect, and know your own value and worth and mature enough to know that you can't *always* get what you want.

There are, after all, millions of available women out there.

If however things have gone well then you'll both instinctively sense it, and a move or progression to the physical will seem like the most natural thing in the world.

Alternatively if she's still - as some people are - hard to read and

you just can't tell, then at the end of the date just give her a little but perhaps slightly lingering kiss on the cheek. It's a decent enough compromise between doing nothing, which may well make her think that you're not attracted to her, or even worse coming on too strong and just trying to kiss her anyway, which would be quite likely to make her feel that you're a clumsy oaf with predatory tendencies.

Your first kiss with a woman is all-important insofar as it gives her an idea, an impression, a *feeling* of what you'd be like in bed. So if you're as sure as you can be that all lights are green for go, then take it slow and easy. Nothing's more guaranteed to put a woman off than a guy who tries to rush things and is clumsy.

As I'm sure you already know, a sensuous and eventually erotic kiss should first be preceded by eye contact. While you're looking at each other, smile at her just a little with your mouth and eyes and slowly move in towards her. Take a light, gentle hold of her upper arms or shoulders with your hands and gently, softly let the lips meet and kiss her, then begin to tighten your hold just a little and then actually embrace her and begin to intensify the kiss more.

Obviously if you've got this far then she's at least ok with it, and you'll both be beginning to feel the sheer sensuous delight of it, and if it's going well she'll be starting to physically respond by returning your embrace and kissing more urgently. At this point - not too soon but soon enough - you could start using your tongue to gently probe beyond her lips a little. Don't rush it, don't just stick your tongue right into her mouth, take it slow and easy and allow things to progress naturally.

Then, when you're ready and you know that she is too, meet her tongue with yours and intensify things a bit more. You may well by this time have become quite aroused. As to whether or not you want her to be fully aware of it by pressing it against her, that really has to be up to you and your own judgement of her and the situation.

When you've stopped kissing then, depending on what happens, what she says or whatever, stand back a little and give her another quick little kiss on the lips before resuming whatever conversation seems appropriate and going wherever seems appropriate.

## Future Dates

Nothing to it. If it's gone well and you both know that you both want to see each other again or at least it seems pretty much that way then, unless she asks you first, just say something along the lines of "I really enjoyed being with you and I'd like to see you again. How about we meet up at/on....?"

Confident, straightforward and direct - you can hardly go wrong

with that.

## Summary & Action Plan

The main - and quite easily surmountable - barrier that exists to prevent many guys from becoming attractive to women is lack of confidence in themselves and a lack of understanding of what it is that women really look for in men.

Sure there are some guys who don't particularly seem to lack confidence but still have no idea as to how to effectively use that confidence in a way that doesn't come across as arrogance, conceit and presumptiousness.

You know by now that looks and money are not in and of themselves the primary factors that attract women to certain men, whatever certain elements of the media seem to think. Obviously having money and looks is not a disadvantage, but any man who thinks that money and looks alone are all that's required to have true success with women is revealing himself to be a shallow individual with no real understanding of women, and most women would quickly realize that however much they may have been superficially and initially attracted to him.

A man who is *genuinely* attractive to women does not necessarily have to be wealthy and handsome. Stop to think about it for a moment, and you'll understand that to think that the only men who are really attractive to women must be wealthy and handsome is absurd.

There are some - not all that many but some - women who for whatever reasons will only align themselves with rich and handsome - more specifically rich - men but these women have adopted a kind of mercenary attitude and are not really looking for men to whom they're genuinely attracted. To them it's really just business.

The kind of women who base their choice of partners only on money and looks are themselves shallow and ultimately probably not much fun and are not women that you want or need to spend any amount of time or energy on, and constitute a only a fairly small minority of women overall.

Contrary to some popular misconceptions, most women place more importance on their *feeling* about a man than they do on his wealth or looks. Women don't really have feelings about his wealth or looks as such, they have feelings about the man himself, about how his *presence* makes them feel, about the personality that exists within him and which manifests itself to them through his overall way of being and communicating.

Undoubtedly one of the main male personality traits that attracts

women is confidence and self belief. Genuine self confidence and self belief that is, not the conceited arrogance of some guy who assumes or deludes himself that he's God's gift to women. True confidence ultimately springs from having a sense of your own value and self worth which doesn't assume that you're *better* than anyone else but *knows* that you're *as good as* anyone else.

When you know that that you're not necessarily better than everyone else but that you are as good as everyone else then you find that being "rejected" by a woman you've approached means nothing, it can't hurt you or hold you down because you have within yourself that inner core of self worth and self value that is unassailable. You just blithely take it in your stride and wait for or move on to the next opportunity.

Some guys might be thinking "Well ok, I'm reasonably confident within myself and have some sense of my own worth, but I'm still reluctant or afraid to approach really beautiful women."

Again, this just has to be put into perspective. Most women, like most men, have insecurities and periodic self doubt. And that includes the hot, head-turning women that many men are particularly afraid to approach.

To imagine that a woman who happens to have particularly good looks is in some way fundamentally different from everyone else simply because of her looks is really very kind of, well, misguided.

Newsflash! Just like you, she is actually human. She's not from Atlantis or some race of higher beings. It's just that as a result of a genetic lottery (and perhaps a healthy lifestyle too) she happens to have the kind of physical appearance which is in many cultures currently viewed as being something like the female optimum.

The most devastatingly and "scarily" sexy and attractive women have, just like the rest of us, feelings. Of course in certain limited respects some things in life will have come to them more easily than most, but you could say the same about anyone who happens to be, for example, highly intelligent or talented in some field or other. That doesn't mean that they don't have the same feelings, hopes, dreams, desires, fears and anxieties as anyone else.

In fact, in some ways strikingly attractive women are actually at a disadvantage because they often tend to attract the wrong kind of attention from the wrong kind of guys for the wrong kind of reasons.

Some of the men who do approach highly attractive women do so because they're at least superficially confident enough to do so (possibly through wealth) and because they're looking for a trophy to show off.

They're not really interested in *her* as such, but in what they perceive as the status uplift gained from having a beautiful woman on

their arm. Many of these women are aware of this, and feel themselves to be being used and undervalued because of their looks.

It's like with money. Everyone thinks that by having a lot more of it then everything would be ok. In some ways of course things would undoubtedly be easier, but it brings with it its own new set of problems too. Same with looks. Everyone would like to be outstandingly good looking, but people rarely stop to think about the actual problems that it could bring, more especially in relation to how it affects women.

Women - even the most attractive women - are genuinely attracted to confident and self respecting men who value them for themselves, and not just as beautiful trophies who other men will covet.

If you have confidence and belief in yourself and a sense of your own worth and then use that presence to connect with women then - trust me - it doesn't matter if you're not particularly good looking and wealthy, women won't be looking at you and seeing a guy who isn't good looking or rich, they'll be seeing a guy who they feel a sense of attraction to.

And virtually all women - including devastatingly attractive women - have something in common with virtually all men, that being that they want to be appreciated and valued for who they are, not just for their looks or other superficialities.

If you can genuinely and meaningfully get it across to a woman that you understand, value and appreciate her as a person, then you'll make her feel genuinely special and she will be soooo into you.

Remember the old saying "You have nothing to fear except fear itself". It's so true and relevant to this subject. *It's all in the mind.* Just mentally throw out your fear of approaching beautiful women and your fear of rejection and say to yourself "Who cares if she tells me to get lost. I don't, and I'm just going to go for it. If I don't I'll never know what I might have missed".

## Friends And Lovers

Some guys who lack confidence and self belief in themselves try to do this by using the "friend" approach. When you actually want a particular woman but aren't honest with her about your true feelings for her you're never going to have the kind of relationship with her that you really want.

How many times have you known of or noticed a relationship between a man and a woman where - to you at least - it's been somehow strikingly obvious that he wants her as a lover and not just as a friend, but because he's afraid that if he's honest with her about it he'll blow his chances and so instead acts like a "friend". This often

ends up with him trotting around after her, solemnly agreeing with her about what a jerk her ex-boyfriend is, running errands for her, sleeping on her couch and so on.

A man who has demeaned himself in this way is being dishonest with both her and himself. What he's actually attempting or hoping to do - almost invariably without success - is use this approach to manipulate her into becoming his lover. It just doesn't work that way. Women do not find this kind of thing attractive. Tolerable perhaps, a boost to her ego perhaps, but not *attractive*.

So instead of behaving like a confident and self respecting man and showing his true hand, he's just hanging around and hoping that if he goes on long enough being "nice", being her "friend", she'll somehow eventually come round to him.

He's waiting, hoping that she will effectively take the initiative and turn to him one day and say "Ok, enough of this. Let's become lovers". It just ain't gonna happen because women are just not attracted to guys who present themselves in this way. She may actually like him, but in her dreams and fantasies of a man she really *wants*, he just isn't going to be there. And when she does meet a man or men who she really actually wants then this "friend" guy is going to find himself being shunted aside.

Guys like that, or who find themselves in that kind of situation whereby he's become the proverbial shoulder to cry on but nothing more, are in that place because they've allowed fear and self doubt to guide them, because they lack the confidence and belief in themselves which would enable them to just tell her - clearly and directly without being crude or tactless - that they want to have a romantic/sexual relationship with her. Rather than be honest with her and be like a man she may well actually be interested in, they instead try to sort of pretend that they're "just friends" with her.

This smacks of weakness and dishonesty and she will be - unconsciously at least - aware of that. She will see him as like one her girlfriends and treat him accordingly. She won't treat him like a man she's actually attracted to. Why should she, if he's not even being honest with her?

This is not, incidentally, to say that a man and a woman can't be friends. Of course they can, if that is genuinely all that both of them want. But if he - I'm somehow inclined to think that it would usually be the "he" - actually wants something more but is afraid or otherwise reluctant to declare it to her then some kind of false dichotomy is going on.

So anyway if you've met a woman that you're attracted to but have been reluctant or afraid to show your true feelings and have instead just tried to sort of string yourself along with her by being "nice", by

agreeing with her most of the time, by being ever so PC all the time, then you're putting both yourself and her into an unhealthy kind of limbo type situation in which you will never get what you want. So why bother?

If you find yourself slipping into this kind of situation with a woman, if where, for example, she starts to seem to be relying on you for the support that a friend (girlfriend?) would give rather than the support that a lover would give by, let's say, talking a lot about an ex-boyfriend, then you need to reframe the situation in such a way that she clearly understands that you want to have more with her, that you're interested in *her*, not her ex-boyfriend or whatever.

If you don't then you'll end up wasting your time and hers, especially yours, and you'll never get what you really want. What is after all the worst that could happen if you just put your cards on the table? Simply that she just makes it clear that she's happy to be friends but is not interested in a romantic/sexual relationship with you, although she'd be flattered at least a little and would respect you for your honesty.

So what are you going to do then? Throw yourself under a bus? Hardly, you just shrug it off and if possible maintain the relationship as an *honest* friendship and move on till you find a woman who is interested in a romantic/sexual relationship.

## Action Plan

Being a man who is truly attractive to women is, more than anything else, a state of mind. After all, what else could it be? The ability to attract women isn't something that "just happens" or that comes from outside of you, it comes from within you. There are no magic pills, opening lines, special phrases, specific techniques or anything else that will do it for you. All that you need to know is to know that you're perfectly capable of changing or improving yourself in any way that you really want to.

Do you **really want** to be a man who is truly attractive to women? Assuming that you do then the first thing you need to understand is that the only thing stopping you or holding you back is yourself. Not the fact that you're short in stature or a bit overweight or don't have much hair. Not the fact that you're a single father with a nasty divorce behind him. Not that you don't have a lot of money or strikingly good looks or whatever other justifications that you may have used to rationalize lack of success with women.

Nothing other than lack of belief in yourself and your own doubts about your ability to be who you want to be is holding you back from what you want.

Therefore the first thing that you need to do is to start learning to believe in yourself, and the best way to begin doing that is to start to *think* and *feel* yourself as actually *being* a guy who is truly attractive to women.

It doesn't matter if right now there's a voice in your head telling you that you're just not attractive to women, that's just negative thinking and self doubt and - believe me - can be easily replaced with positive thinking and self belief.

Start making a deliberate and conscious mental effort in your day to day life to think of yourself and feel yourself as being a man who women find attractive. Even if at first you find it seemingly impossible to believe or accept, who cares? Just keep doing it anyway, just keep on making a deliberate mental effort to think of yourself and believe in yourself as being attractive to women.

After all, what harm could it possibly do? And it's not as if you need to actually tell anyone that you're mentally working on and improving your self image in this way.

Once you've actually begun this process, you can then start to take practical and actionable steps which will strengthen and boost your progress towards actually achieving your ultimate goal.

**Respect your body and get in shape.** Start by finding out what your ideal body mass index (BMI) is in relation to your height. If you're a bit overweight then if necessary drink less beer and also eat less sweet and junk food and make a point of becoming more physically active. If you're underweight (significantly) then take whatever steps are necessary to build yourself up a bit. Overall, you should be aiming for somewhere between a slim and athletic build. It really isn't necessary to pump yourself up to being a musclebound he-man type.

As you progress towards your ideal weight and build (either quickly or gradually depending on your existing condition and physique) you'll find that it's becoming easier to accept and believe that you're actually becoming more attractive to women.

**Adjust your clothing style as appropriate.** When you've reached a weight and build that you're comfortable and happy with (and remember there might not be much point in being attractive to women if you're not fit enough to deliver the goods) take a look at your style of dress. First of all it's not obligatory that you have an array of expensive suits unless that's your natural style in the first place and you're well off enough to cover it.

It's true that women do like to see a man in a good, well-fitting suit and you probably should have at least one good suit for certain occasions, but if - like me for example - you're just not the suit and tie type then you probably want to go for a quality smart/casual or

casual/smart look.

If you do need to improve or replenish your wardrobe in whatever style is best for you, then when you're out going round stores buying new clothes always try to get female salespersons to deal with you because a) women are of course excellent judges of what looks good on a man, and b) it'll give you an opportunity to practice eye contact and talking and conversing with women without any self imposed pressure to "succeed". Though physique and clothing are not necessarily the most important factors where women are concerned, improvements in these areas will help you to internalize the "attractive man" mindset. By now you should not only be thinking of yourself as a man who is attractive to women, you'll be starting to feel like one.

**Become more generally relaxed and socialize more.** Now that you've done the groundwork you want to begin adjusting your personality in a way that's going to be conducive to more positive and increased interaction with women.

Start practicing basic relaxation techniques by for example taking out a little time every day to just lie down somewhere peaceful and quiet, close your eyes and breathe slowly and deeply and let your body relax and your mind become tranquil.

And when you're out and about and if for whatever reason you start to get tense, anxious or irritable, just mentally take a step back from it, take a couple of good breaths and try to remember just how pointless, futile and self defeating getting tense or anxious over something trivial is.

Then start pushing and extending your personal sociability boundaries. You might already have a fairly wide circle of friends and acquaintances in which case this might not be so necessary for you, but if you've a tendency to be kind of shy and reserved then the bottom line is that you need to break out of it.

Get into the habit of giving yourself a little mental push to make the effort to just talk to people wherever and whenever a reasonable opportunity presents itself by for example asking a question about something or other that you're curious about. Something, anything, so long as it's not going to come across as being challenging, over-intrusive or just weird.

Sometimes you'll be ignored, sometimes you'll be told to take a hike, and sometimes you'll meet people who'll be glad to talk to you. The whole overall point is to start breaking and coming out of your shell and getting used to and unconcerned about the possibility of rejection.

**Focus positively on women.** Ok, now you're ready to up your game. Contrary to what some guys seem to think, women do not

generally bite. When you approach an attractive woman the worst that will happen is that she'll flat out ignore you or tell you to take a jump. So what? It's not *your* problem.

If - as you should have been - throughout the previously described process you've been visualizing and feeling yourself as a man attractive to women and this has been strengthened and validated by getting in shape, dressing well and becoming more confident in general social interaction, then you will by now have significantly more confidence and belief in yourself and an increased sense of your own value and worth.

Practice makes perfect, and as you begin to approach and talk to women, either on your own or with friend(s), depending on circumstances, then at first you'll probably fluff it more often than not. This is great, because it's part of the learning process, is valuable experience and so will in fact actually help to boost your confidence further instead of diminishing it.

Soon you'll reach the stage where you have very little if any fear of approaching women and fear of rejection by them and will also have considerably improved your body language and conversational skills (review sections 3 & 4 of this book if necessary) and so will be able to put women at their ease, make them find you interesting and enjoyable to talk to, make them laugh (with you not at you) and use your real and naturally confident and self respecting presence to emotionally connect with them.

In closing, it should be re-emphasized that being able to easily and successfully attract women doesn't have to be some unattainable dream, it is absolutely within your power to do it. All that you have to do is to apply a certain amount of dedication and focus towards the internalization of the right mindset in order to build your confidence, develop a few simple conversational skills and make whatever practical adjustments to physique and clothing style you may feel would encourage you.

By the same author: "A Guide To Self Esteem And Confidence Building"

http://www.amazon.com/Guide-Esteem-Confidence-Building-ebook/dp/B006WMOI94/ref=sr_1_1?s=digital-text&ie=UTF8&qid=1369133027&sr=1-1&keywords=kenneth+mcrae+a+guide+to+self+esteem+and+confidence+building

## Resources

http://www.self-hypnosis-the-key.com/nlp-body-language.html
http://www.self-hypnosis-the-key.com/sexual-body-language.html
http://www.self-hypnosis-the-key.com/romantic-body-

language.html
http://www.self-hypnosis-the-key.com/how-to-develop-self-confidence.html
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